



# I REACT

## IMPROVING RESILIENCE TO EMERGENCIES THROUGH ADVANCED CYBER TECHNOLOGIES

# Communication pack

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<sup>1</sup> **PU** = Public, **PP** = Restricted to other programme participants (including the Commission Services),  
**RE** = Restricted to a group specified by the consortium (including the Commission Services),  
**CO** = Confidential, only for members of the consortium (including the Commission Services)

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## 1 INTRODUCTION

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Several communication strategies are being used in order to maximize the impact of I-REACT, and to effectively communicate the actions and results within the consortium, thus enabling exploitation opportunities and business development.

To this date, communication actions within and beyond the consortium have started from day one, with the initial generation of several communication products, that are presented below.

## 2 INITIAL COMMUNICATION PACK

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### 2.1 VISUAL IDENTITY

A solid identity has been generated for the consortium in order to portray a memorable and reputable image in all the presence of the consortium in the press, to brand all the different technological products developed in the project and to label all the communication channels of the consortium. The graphic identity manual is included in the link below.

**Link:** <http://ireact.azurewebsites.net/wp-content/uploads/2016/08/ireact-visual-identity.pdf>

### 2.2 WEBSITE

The website is meant to be the showcase of all online communication material and also all the dissemination material (papers, conference abstracts, conference talk videos, posters).

A web presence has now been established and will soon host all the communication material presented in this document. The project's team is committed to updating the website for the entire duration of the project's funding period and beyond.

**Link:** [www.i-react.eu](http://www.i-react.eu)

### 2.3 MOTION GRAPHICS ANIMATION

The project motion graphics aim to aid in the understanding of the project from a wide audience. The motion graphics video is a lively animation of the project's dynamics to **present the I-REACT strategies** and raise awareness on new ways to improve the management of extreme weather events and natural hazards.

**Link:** <https://www.youtube.com/watch?v=xTF1iUWbIGU>

## 2.4 INFOGRAPHICS OF THE PROJECT

Complementary to the development of the motion graphics video, different infographics have been generated to condense all the project's information in a poster format.

### Links:

- **Version 1:**  
<http://ireact.azurewebsites.net/wp-content/uploads/2016/08/IREACTinfographicv2.jpg>
- **Version 2:**  
<http://ireact.azurewebsites.net/wp-content/uploads/2016/08/IREACTinfographicv3final.jpg>
- **Version 3:**  
<http://ireact.azurewebsites.net/wp-content/uploads/2016/08/IREACTinfographicvertical.jpg>

## 2.5 INFOGRAPHIC OF THE PROJECT'S WORKFLOW

This infographic is a graphical representation of the workings between the different work packages illustrating the internal functioning of the project and the consortium organisation. It is aimed to show the internal workings of the consortium, and to possibly enhance collaborations outside the consortium.

### Link:

<http://ireact.azurewebsites.net/wp-content/uploads/2016/08/IREACTinfographicWorkflow.jpg>

**END OF THE DOCUMENT**